

***Thought Leadership Series***

# **Taking the First Step: A Live Case Study on Global Contingent Workforce Deployment**

**Moderator:**

**Dawn McCartney**, Director, Contingent Workforce Strategies and Research, Staffing Industry Analysts

**Speakers:**

**Marc Foster**, Contingent Workforce Solutions Operations Analyst, 3M

**Michael Magevney**, VP, Global Strategy, Beeline

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Welcome to the Staffing Industry Analysts 2014  
Industry Thought Leadership Series

Suppliers Of Staffing Services Share Their Expertise

*The Staffing Industry Analysts Industry Thought Leadership Series provides the perspective of the suppliers of staffing services. The views expressed in this webinar are those of the sponsor and not necessarily that of Staffing Industry Analysts.*

# Webinar Slides and Replay

- Copies of the slides and a link to the audio recording will be distributed to all attendees within 24 hours following the webinar
- A replay of the webinar will be available for CWS Council Members at [www.staffingindustry.com](http://www.staffingindustry.com)



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## Over 800 client organizations benefit from our international research services

- 80% of the largest 50 U.S. staffing firms and 60% of the world's 25 largest staffing firms are corporate members
- Over 70 buyers of contingent labor are members of our CWS Council, representing over \$100 billion in annual contingent workforce spend
- Customers in more than 80 countries

## Founded in 1989

- Acquired by Crain Communications (\$200M media conglomerate) in 2008
- Headquartered in Mountain View, California and London, England
- 80+ years of industry and advisory service experience among executive team

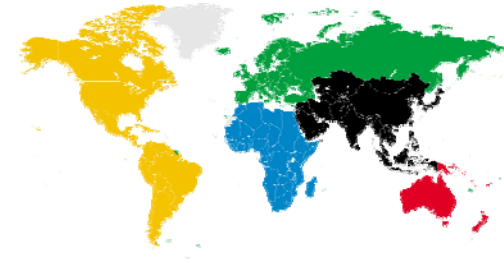
80%  
50



# CWS Council Members (partial list)



## Remember to Save the Dates



13-14 May, 2014 | Lancaster London | London, England  
***CWS Council Meeting 12th May***



October 6-7, 2014 | Mirage Resort & Casino | Las Vegas, NV  
***CWS Council Meeting October, 6th***



October 8-9, 2014 | Mirage Resort & Casino | Las Vegas, NV

STAFFING  
INDUSTRY  
ANALYSTS



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Contingent  
Workforce  
Professional**

April 29-30 Houston, TX

May 1-2, 2014 (Detroit, MI)

May 7-8, 2014 (Mountain View, CA)

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## Today's Speakers



Marc Foster,  
Contingent Workforce  
Solutions Operations  
Analyst



Michael Magevney,  
VP, Global Strategy,  
Beeline



Dawn McCartney  
Director, Contingent  
Workforce Strategies &  
Research



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Taking the First Step:  
A Live Case Study on  
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# About 3M

3M is a diversified technology company serving customers and communities with innovative products and services. Each of our businesses has earned leading global market positions.

3M captures the spark of new ideas and transforms them into thousands of ingenious products. Our culture of creative collaboration inspires a never-ending stream of powerful technologies that make life better. 3M is the innovation company that never stops inventing. With \$30 billion in sales, 3M employs 88,000 people worldwide and has operations in more than 70 countries.

3M has a worldwide presence in the following markets:

- Consumer
- Electronics and Energy
- Health Care
- Industrial
- Safety and Graphics

[www.3m.com](http://www.3m.com)



# About Beeline

## History

Founded in 1999; an independent subsidiary of Adecco Group since January 2010

## Locations

Headquartered in Jacksonville, FL with key office locations in Chicago, London, Zurich, Singapore and Manila

## About

- Core product focus on award-winning user experience & business intelligence
- Proactive service model with continuous investment in client partnerships
- SSAE 16 / ISAE 3402 SOC 2 certified
- Continuous reinvestment of annual revenues in product development and client services

## Client Success

- 125+ Enterprise clients with \$16B+ spend under management
- 99% Client retention
- 20 Transitions from legacy VMS systems



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# Agenda

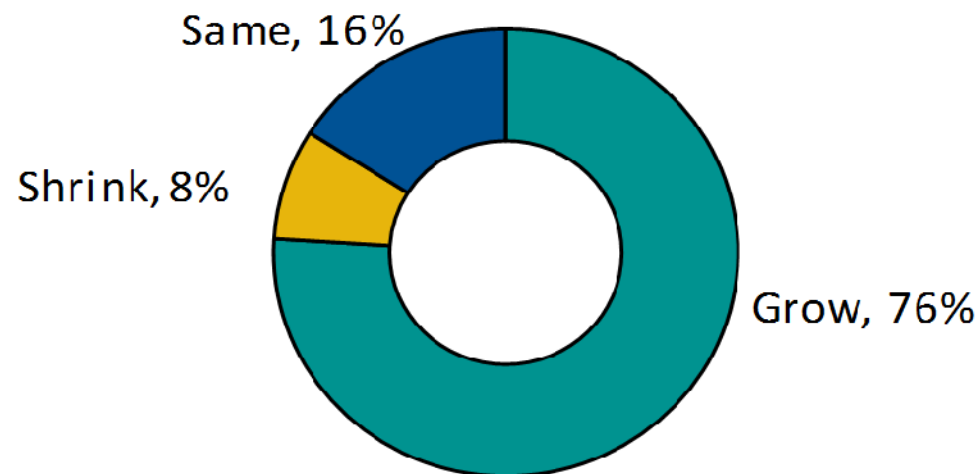
- Facts and Figures
- 3M Story
- Questions & Answers

## Polling Question

Tell us about where you are in the global deployment process?

- A. I am not actively researching global deployments but plan to very soon
- B. I am currently researching global deployments
- C. I am actively building a business case for a global deployment
- D. There is a lot of talk about the subject and I am simply curious
- E. I just love SIA webinars

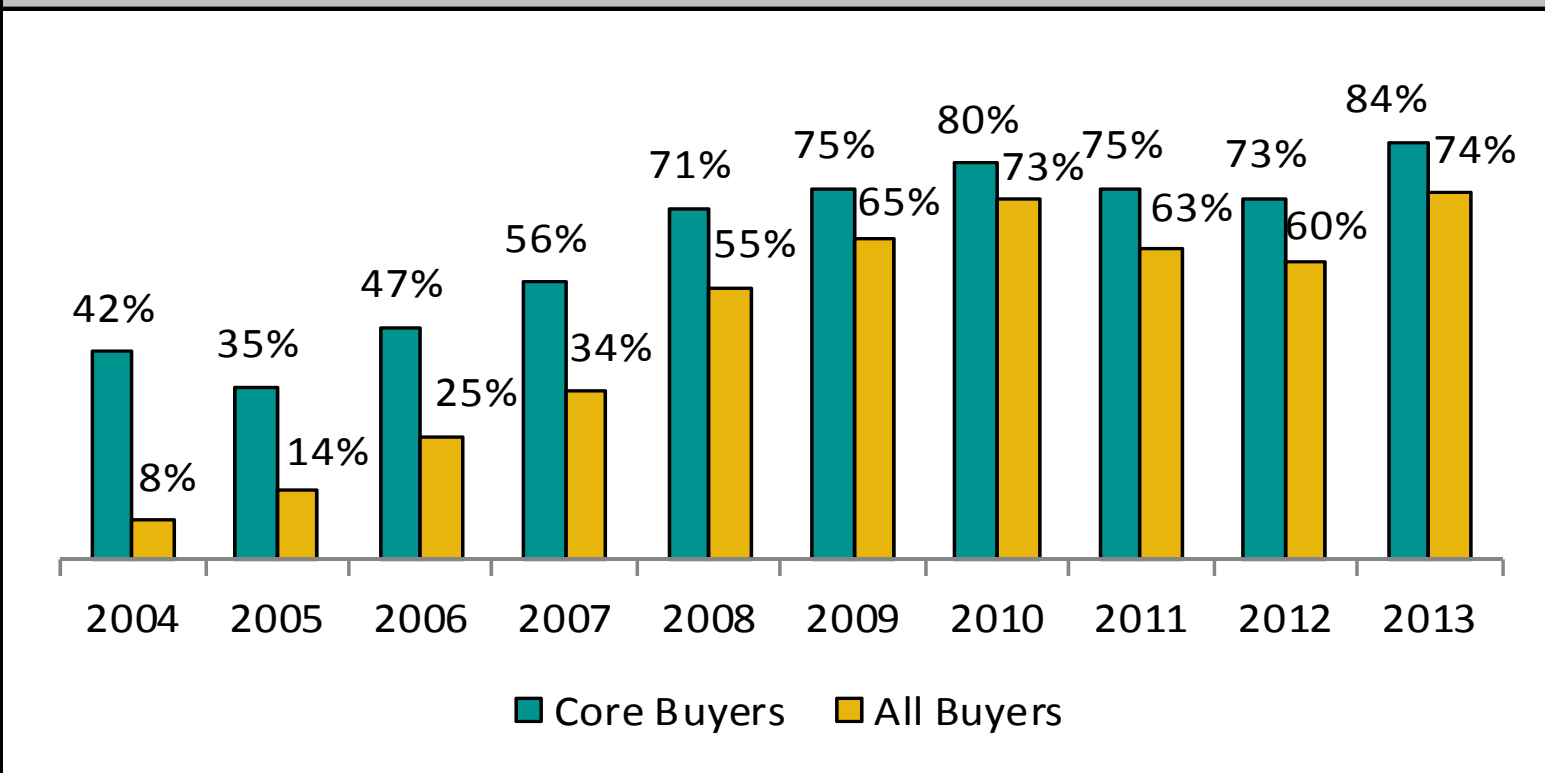
## How will your total workforce change over the next two years?



Source: Staffing Industry Analysts, © Crain Communications 2013

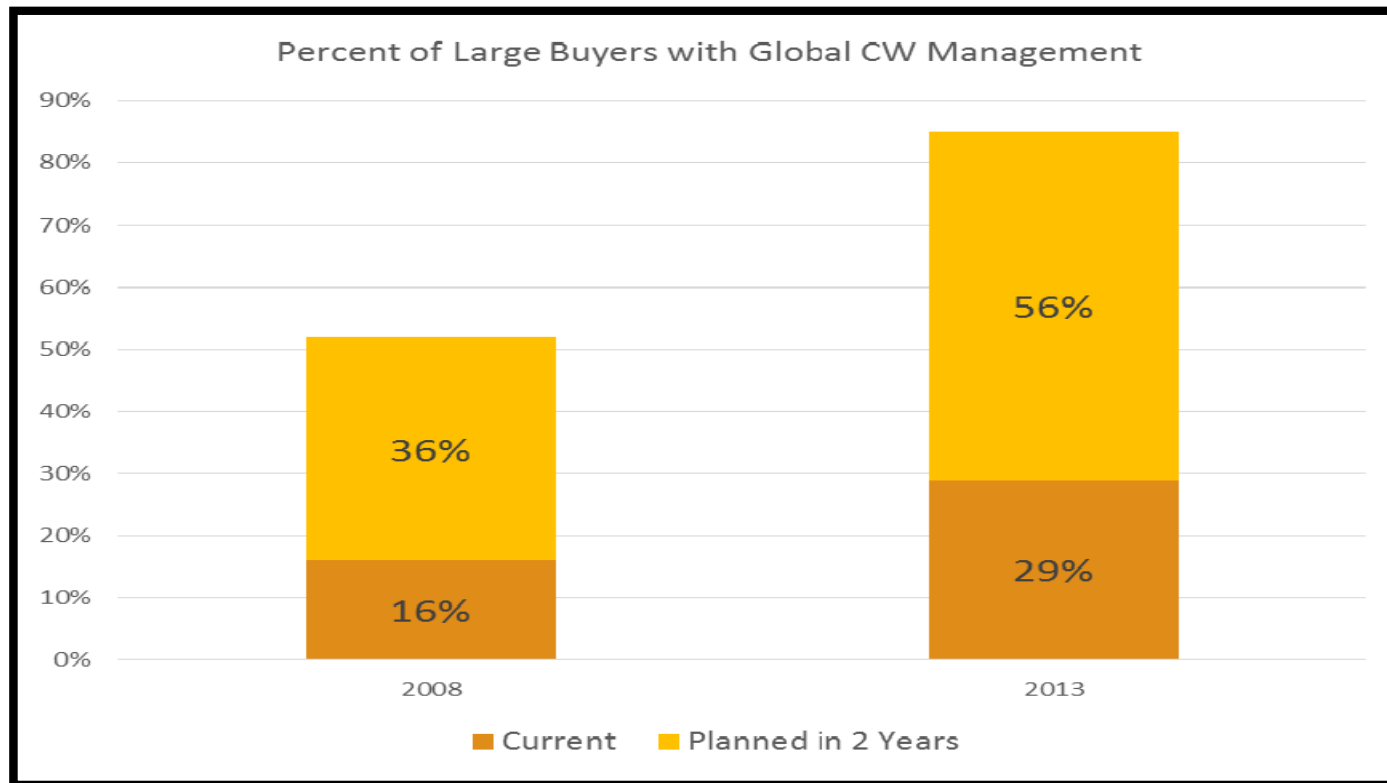


## Trends in VMS use



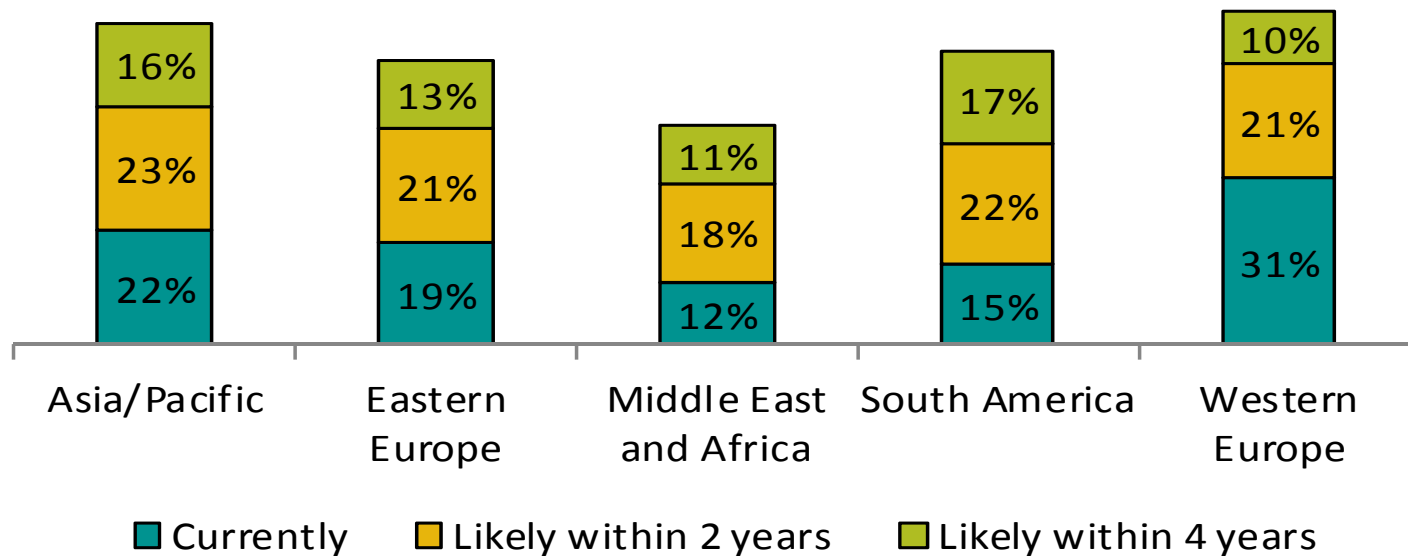
Source: Staffing Industry Analysts, © Crain Communications 2013

## US Buyers Globalizing Their Programs



Source: Staffing Industry Analysts, 2013 Buyer Survey

## Where are buyers now? Where are they expanding?



Source: Staffing Industry Analysts

# The World



Deploy to all global locations in a phased approach

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## The Need

Visibility, visibility,  
visibility!

- Who was working in each facility
- Worker status
- Compliance adherence
- Spend (estimates)



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# Polling Question

Tell us about where your next program deployment will be?

- A. North America
- B. EMEA
- C. Latin America
- D. Asia & the Pacific
- E. We have not decided yet

# The Place

## Latin America

- Mexico
- Brazil
- Uruguay
- Argentina
- Colombia
- Chile



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# The Challenge

We found differences between the countries

- Business processes
- Maturity
- Sourcing models
- Funding models

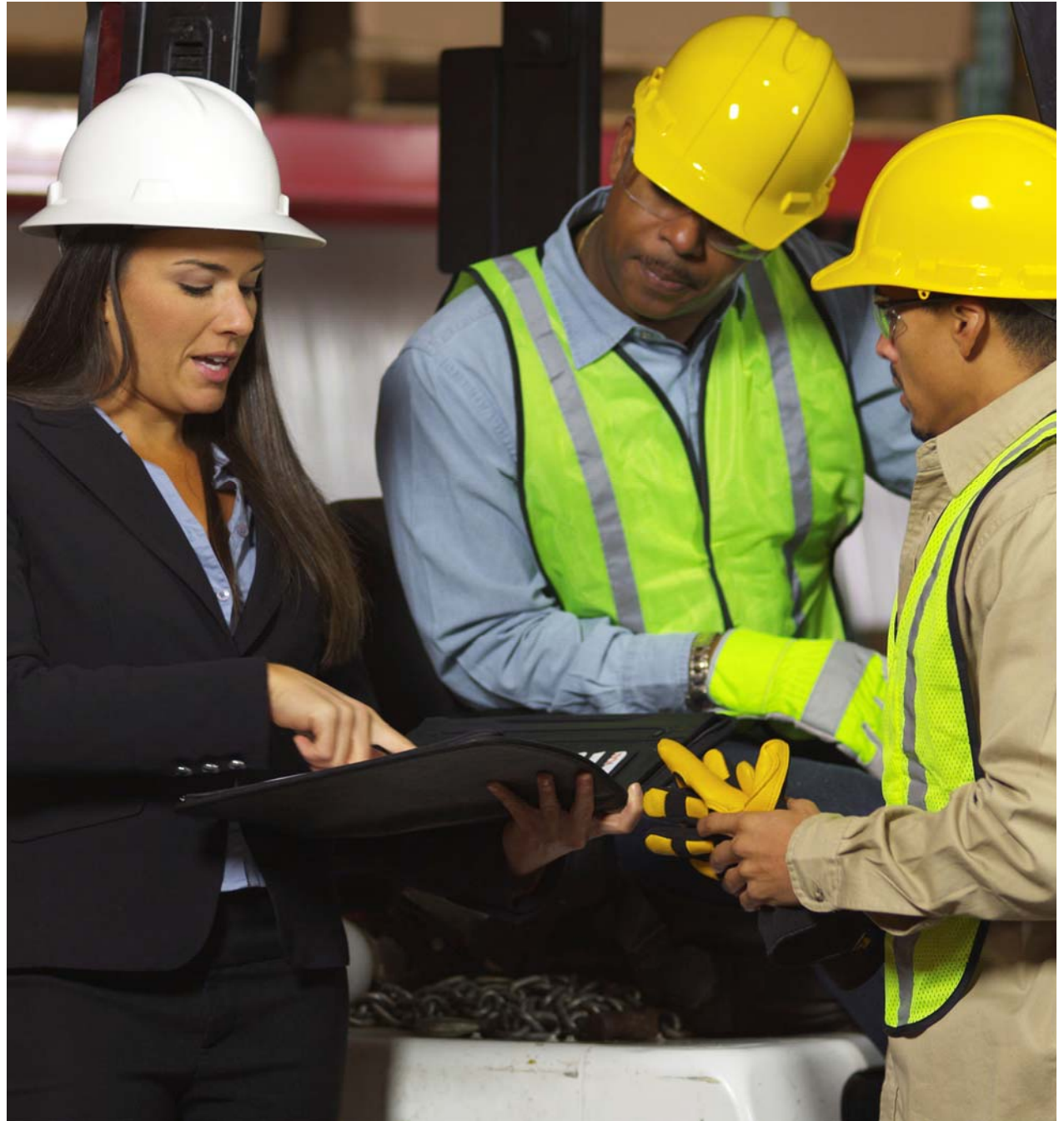




# The Solution

## Resource Tracking

- Capture data through onboarding
- Report on all and any non-employees
- No impact to current sourcing processes



# The Interface

The interface is a dashboard for a manager (Gerente). At the top, there is a navigation bar with a logo 'B', a 'Nuevo' dropdown, and links for 'Mi Beeline', 'Vínculos rápidos', and 'Galería de informes'. On the right, there is a user greeting 'Bienvenido/a HM-MX 1', session information '(Sesión iniciada como gerente)', and links for 'Inicio', 'Preferencias', 'Ayuda', and 'Salir'. Below the navigation bar is a search bar with the placeholder 'Escriba el texto a buscar' and a search icon. The main content area is divided into four sections:

- Inicio (Gerente):** A header section with links for 'Conversión', 'Herramientas', and 'Personalizar'.
- Mis pendientes:** A list of tasks with status icons:
  - Ha recibido 4 nuevos currículos
  - Tiene 2 tareas de "Asignación - Completar evaluación" en espera de acción
  - Tiene 1 tarea de "Evaluación de entrevista - Acción pendiente" en espera de acción
  - Tiene 1 tarea de "Competitive Bid Submitted for Initial Approval" en espera de acción
  - Tiene 1 tarea de "SOW Submitted for Initial Approval" en espera de acción
  - Diego Robles se debe completar Viernes
- Mi calendario:** A calendar for April 2014. The calendar shows dates from 30 to 3. Key events are marked with colored circles:
  - April 14: Inicio de asignación (green circle)
  - April 18: Fin de asignación (red circle)
  - April 10: Finalización de meta (blue circle)
  - April 1: Entrevista (purple circle)
- Mi resumen:** A summary section with two tabs: 'Mis informes favoritos' and 'Datos de mi equipo'. The data is as follows:

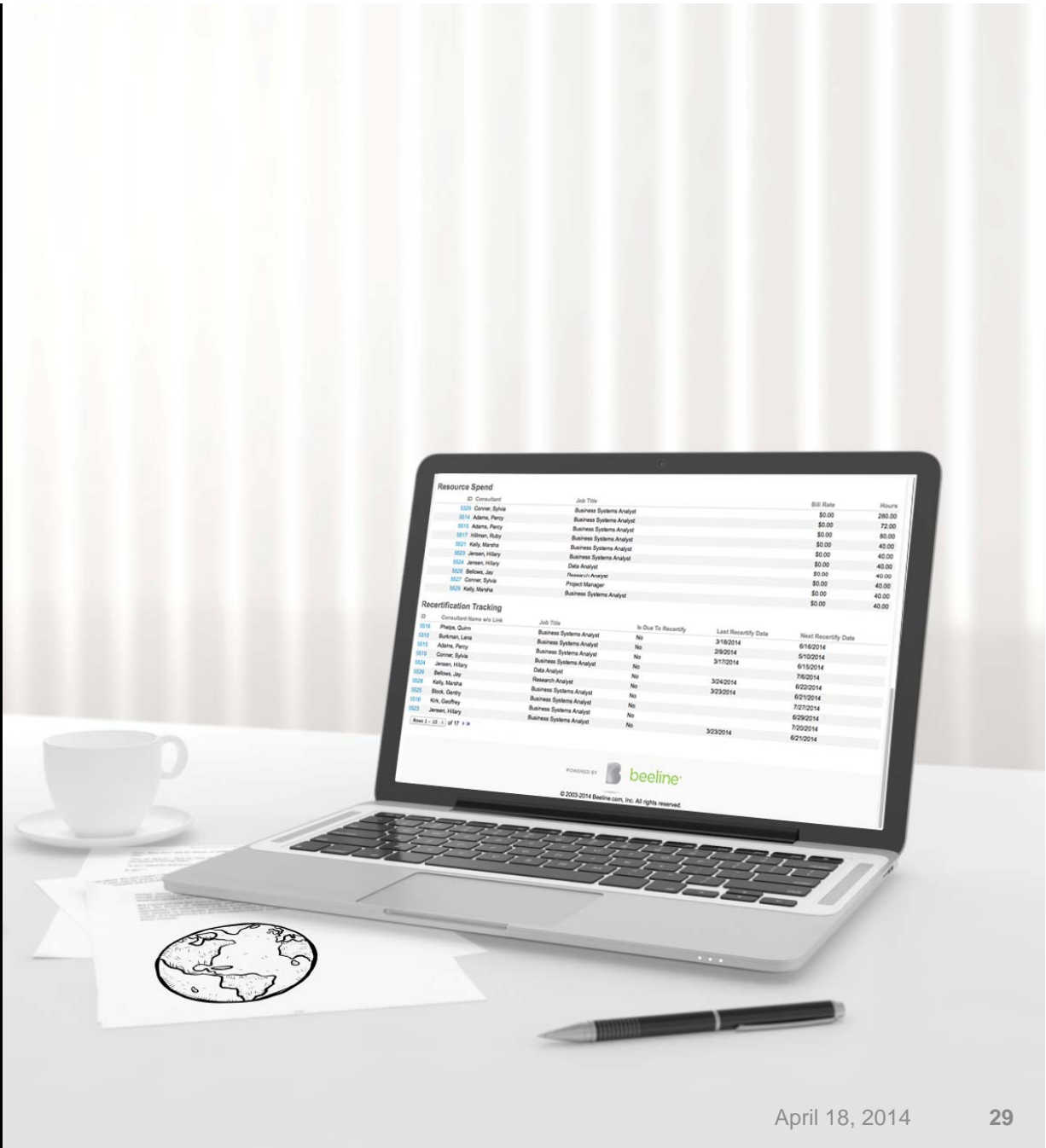
Item	Count
Solicitudes activas	11
Declaraciones de trabajo (SOW) activas	2
Proyectos activos	0
Aprobaciones pendientes	11
- Administración del contratista:** A section with three tabs: 'Actividad', 'Seguimiento de permanencia', and 'Gasto vs. Presupuesto - Ampliación de plantilla'. The data is as follows:

Item	Count
314 Contratistas por comenzar	314
308 Contratistas activos	308
1 Contratistas por caducar	1

# The Result

Visibility, visibility, visibility!

- Expose and mitigate risk
- Ensure compliance
- Perform accurate budget forecasting



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## The Lessons

- Deploying technology AND changing business process at the same time was overly ambitious
- Deploy the world on Resource Tracking – then make decisions about the future



# The Next Step

## Asia & the Pacific

- 11 countries
- Resource Tracking



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# Questions & Answers

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# Want More?

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# Contact Information

## Marc Foster

Contingent Workforce Solutions  
Operations Analyst, 3M  
[mfoster2@mmm.com](mailto:mfoster2@mmm.com)

## Michael Magevney

VP, Global Strategy  
Beeline  
[michael.magevney@beeline.com](mailto:michael.magevney@beeline.com)



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The image displays a grid of 15 numbered slides from a webinar presentation. The slides are arranged in three rows and five columns. The content of the slides includes:

- Slide 1:** Title slide for 'Taking the First Step: A Live Case Study on Global Contingent Workforce Deployment' presented by Beeline.
- Slide 2:** Welcome to the Staffing Industry Analysts 2014 Industry Thought Leadership Series, featuring Suppliers Of Staffing Services.
- Slide 3:** Audio for the Webinar instructions, including how to listen through a computer and adjust volume.
- Slide 4:** Asking Questions section with instructions on how to use the Q&A feature.
- Slide 5:** Webinar Slides and Replay information, stating that copies of slides and a link to the audio recording will be distributed to attendees.
- Slide 6:** About Staffing Industry Analysts, describing the organization's mission and membership.
- Slide 7:** CWS Council Members, listing various member companies like Google, Delta, and others.
- Slide 8:** Remember to Save the Dates, listing upcoming CWS Summit events in London, Las Vegas, and Phoenix.
- Slide 9:** Certified Contingent Workforce Professionals advertisement for an April 29-30 class in Houston, TX.
- Slide 10:** Upcoming Events, listing live, in-person CCWP certification classes in Detroit, MI and Mountain View, CA.
- Slide 11:** Take the class. Pass the test. Get Certified. with the website [www.staffingindustry.com/certification](http://www.staffingindustry.com/certification).
- Slide 12:** Thank you to our sponsor and Thought Leader, Beeline.
- Slide 13:** Today's Speakers, listing Marc Foster (3M), Michael Maguire (Beeline), and Dawn McCarty (Staffing Industry Analysts).
- Slide 14:** Thank you to our sponsor and Thought Leader, Beeline.

*THANK YOU!*